

MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

WEEKLY MARKETING REPORTING

If you have any questions about this report, please contact Kris Smith at (517) 373-6021 or smithkris@michigan.gov.

Instructions for Preparing Weekly Marketing Report:

I. General Information

1. MSHDA # – Enter the MSHDA development number assigned to the project.
2. Development Name – Enter the development name.
3. Management Company Name – Enter the name of the management company.
4. Report # – Enter the number of the report starting with 1. Each week the report number will increase by one.
5. Total # of Units – Enter the total number of units in the development, including manager and model units.
6. Report Period – Enter the beginning and ending dates of the week covered by the report. It does not matter which day of the week the report begins with, as long as all reports for the development cover the same seven-day period.
7. Basic Units Released for Occupancy – Enter only the number of units released and ready to be occupied. (Do not include Barrier Free units in this section; they are to be included in the Barrier Free Units Released for Occupancy section.)
8. Barrier Free Units Released for Occupancy – Enter only the number of units released and ready to be occupied.
9. Basic Units Occupied – Enter the number of units that are physically occupied.
10. Barrier Free Units Occupied – Enter the number of units that are physically occupied.
11. Vacant Units: 1 Bedroom – Enter the number of vacant one bedroom units. This is calculated by taking the total number of one-bedroom units minus the total number of one-bedroom units physically occupied. (Do not include Barrier Free units in this section; they are to be included in the Vacant Units: Barrier Free.)
12. Vacant Units: 2 Bedroom – Enter the number of vacant two bedroom units. This is calculated by taking the total number of two-bedroom units minus the total number of two-bedroom units physically occupied. (Do not include Barrier Free units in this section; they are to be included in the Vacant Units: Barrier Free.)
13. Vacant Units: 3 Bedroom – Enter the number of vacant three bedroom units. This is calculated by taking the total number of three-bedroom units minus the total number of three-bedroom units physically occupied. (Do not include Barrier Free units in this section; they are to be included in the Vacant Units: Barrier Free.)
14. Vacant Units: Barrier Free – Enter the number of vacant barrier free units. This is calculated by taking the total number of barrier free units minus the total number of barrier free units physically occupied.

15. Marketing Goals:

- Target Market – Enter the number of units and the target market (Minority or Non-Minority) that the development is marketing to.
- # of Barrier Free Units – Enter the total number of barrier free units at the site.

16. Name of Asset Manager – Enter the name of the assigned Asset Manager for the development.

II. Qualified Applications Processed

Enter the number of qualified applicants whose applications have been processed for possible occupancy. The number of applicants must be broken down by targeted markets (Minority, Non-Minority, and People with Disabilities) for the development and whether the property is designated as Family or Elderly. (The weekly and cumulative total must only be entered into the Family or Elderly column, not both.)

III. Income Qualify for Tax Credits/Financial Criterion (1st Section)

Enter the number of qualified applicants whose applications have been processed for possible occupancy. The number of households must be broken down by targeted Area Median Gross Income set-asides the development has agreed to and whether the property is designated as Family or Elderly. (The weekly and cumulative total must only be entered into the Family or Elderly column, not both.)

IV. Occupancy

Enter the number of households that have obtained occupancy. The number of households must be broken down by targeted markets (Minority, Non-Minority, and People with Disabilities) for the development and whether the property is designated as Family or Elderly. (The weekly and cumulative total must only be entered into the Family or Elderly column, not both.)

V. Income Qualify for Tax Credits/Financial Criterion (2nd Section)

Enter the number of households that have obtained occupancy. The number of households must be broken down by targeted Area Median Gross Income set-asides the development has agreed to and whether the property is designated as Family or Elderly. (The weekly and cumulative total must only be entered into the Family or Elderly column, not both.)

VI. Total Applications and Signature

1. Total Applications – Enter the total number of applications submitted, qualified and unqualified.
2. Signature - Sign, date, and print the name of the person certifying the authenticity of the report.

VII. Weekly Efforts in Affirmative and Economic Mix Marketing

In this section outline the specific weekly efforts in affirmative and economic mix marketing. Copies of all new brochures, newspaper advertisements, news releases, flyers, etc. must also be submitted.